



PINAL COUNTY LIBRARY DISTRICT NEWSLETTER

2011 Issue 1

February - April 2011



Director's Column

By Denise Keller

It's no secret that public libraries are committed to customer service and dedicated to providing the best possible service to our patrons. One of the best ways to provide excellent service is to ask our patrons what services they would most like to see in their local library. Even more valuable is information we get from citizens who are *not* using the library.

Planning for improved collections and services demands that we do the research to find out what is most valued in our communities. We know our current library users want best sellers, new video releases, and access to the Internet. But what would draw in those who don't currently use the library? How can we reach those who, for whatever reason, never think to visit the local library?

In order to move forward with enhanced services, we must identify what each community most wants or expects from the public library, and then get the word out. In order to help jump start this process, the Library District has purchased a subscription to Survey Monkey, and we have compiled sample surveys so that each library can tailor the questions to their individual community. In a special effort to reach those who don't currently use the library, there is an option to use a paper version that can be distributed at local venues such as schools or businesses. We want to know what library users value most, but we also want to

know what would make non-users reconsider. Library District staff will compile the results for each community so that the data gathered can be used for planning as we move into the next fiscal year. Three libraries are conducting their public surveys this month: Mammoth Public Library, Superior Public Library and Arizona City Community Library. More are scheduled to begin in March and April.

In addition to public surveys you can check out your public library on Yelp.com. A recent article in *Library Journal* encourages libraries get listed and monitor comments posted by the public. The site is intended to help people find businesses that are convenient or provide the best products and services. As libraries, we can think of it as a suggestion box, where people have posted information on their personal experiences, whether positive or negative, at various businesses or governmental entities (including libraries). It's nice to get the feedback from library visitors, and gives us an opportunity to improve services.



Spotlight



The Pinal County Library District now subscribes to Ingram's MyLibrary® audio books. MyLibrary lets you check-out downloadable audio books from your home computer. You can listen to an audio book on your computer or transfer it to an MP3 player or iPod



- Key features include:
- Access to audio books 24 hours a day, 7 days a week
 - Customer support and technical assistance available from MiLibrary for both MAC and PC users

MyLibrary® is free to all Pinal County residents. Go to www.pinalcountyz.gov/library then click "Catalog Search" The link for Downloadable Audio Books is on our catalog's homepage. Once you've selected an audio book, you will be prompted to download the Ingram Media Manager to your computer.

You will need a library card to access most databases from home. Contact your local public library to get a FREE library card.



Around the County

News from the Libraries

ARIZONA CITY

Soup Supper a Huge Success

The Arizona City Library held their annual Soup Supper Fund Raiser Saturday, January 29. More than 140 people attended the Arizona City Moose Lodge #1038 enjoying soup, salad,



bread, and desserts. The Friends of the Library greatly appreciate the Moose Lodge's support with the event.

Library to Get a Face Lift

The Arizona City Library has received a grant from The Arizona State Library Grants In Aid program. The grant money will allow the library to pave their parking lot. Construction should begin later in 2011.

Adults Enjoy a Book Discussion Group

The Arizona City Library has started a new book discussion group. The group meets once a month. Participants take turns selecting the featured book. Books may be fiction or non-fiction. The discussion group enjoys coffee and visiting while discussing what they enjoyed about the book. They discussed *Lovely Bones* by Alice Sebold at the January meeting.

Arizona City Library Adds another Story Time

Most children in Arizona City do not go to school on Fridays. In an effort to encourage students to enjoy the library, the staff has added a Friday afternoon Story Time. Stories and songs are a little more mature to attract the ele-

mentary aged children. Subtle story twists catch the children by surprise. The children's room was full with participants at the first meeting.

CASA GRANDE

Spring Programming

Spring is a busy time for the City of Casa Grande Public Library! With a variety of programs at both branches (Main and Vista Grande), there is something sure to interest everyone. Regular programs include: children's and family storytime; technology classes; tween and teen gaming; tween, teen, and adult book groups; independent and foreign film showings for adults; and a writers' group. Contact either branch for more information.

Special events in March: Teen Movie Night will be held on Wednesday, March 2nd at 6pm at the Vista Grande Library. Children are invited to "Read to a Dog" on Thursday, March 3rd at 5pm at the Main Library. Carolyn O'Bagy Davis, author of the OneBookAZ book *Hopi Summer*, will be speaking at the Vista Grande Library on Tuesday, March 8th at 10am. Spring Break movie showings will be held March 14th, 16th, and 18th. Linda Weaver Clarke will be leading a Family Legacy Writing Workshop on Tuesday, March 29th at the Main Library at 11:30am. Senior Wii will be held on Thursday, March 31st at the Vista Grande Library.



Vista Grande Library celebrated their Grand Opening by welcoming patrons new and old, as well as local dignitaries in January 2010

Special events in April: Music for Lil' Ones will be held on Friday, April 1st at 10:30am at the Main Library. Bring your egg-gathering baskets to Easter Storytime on Tuesday, April 19th at 10:30am at Peart Park by the Main Library. Munch on popcorn in your pajamas at Family Movie Night on Wednesday, April 27th at 6pm at the Vista Grande Library. Cool off with "Waterplay for Tots" on Friday, April 29th at 10:30am at the Main Library.

Looking to volunteer? Consider becoming a Volunteer Tutor. Volunteer Tutors help adults who want to improve their basic reading and writing skills or with learning English. No experience necessary, just a desire to make a difference in someone's life. For more information, contact Julie Yen at 520-421-8710, ext. 5013, or jjyen@casagrandeaz.gov.

COOLIDGE

Doing Good for our Community

New Technology has Increased Friends Membership

The electronic readers made available to Coolidge by the Arizona State Library have given our patrons one more reason to become members of the Friends of the Library. Some patrons have joined, simply to be able to take advantage of using these great devices. Patrons who are considering purchasing one of the readers can sample all three to make an informed decision. In November, we began making the gadgets available for one week to Friends members.



Interest in the e-readers has helped us increase membership to our Friends organization by 33%! The annual cost of becoming a Friends member is only \$5, a small price to pay for all of the benefits. Aside from having access to this incredible technology, these indi-

(Continued on page 3)



Around the County

News from the Libraries

viduals have 4-week book checkouts and are only asked to attend 3 meetings per year. Most importantly, their involvement and monetary contributions help improve our library.

Coolidge Staff Picks Online

The library's website now includes rotating book titles and descriptions of our staff's favorite reads. Each month, workers will select a book to recommend to patrons. Some of our selections are memorable books that we read long ago and others are recent interesting reads. Staff will share the reason for their chosen book, as well as a picture.

Coolidge Book Club Field Trip

The selection for the book club meeting for March is *Water for Elephants* by Sara Gruen. After the meeting and discussion, book club members will get together for a movie theatre trip to catch the big screen adaptation of the book. Currently, there are twelve readers eagerly waiting for the release of this highly acclaimed read.



by Sara Gruen. After the meeting and discussion, book club members will get together for a movie theatre trip to catch the big screen adaptation of the book. Currently, there are twelve readers eagerly waiting for the release of this highly acclaimed read.

DOING GOOD

Coolidge Library Helping to Stamp Out Waste

We are doing our part to reduce junk mail in the City of Coolidge! Just about everybody with a mailing address has been subjected to countless envelopes, magazines, catalogs and requests. Much of this paper waste was not asked for and is not wanted. We are doing our part to help our community members become informed on reducing this litter. Not could the paper itself be put to better use, the transportation to send this out is unnecessary. Monday, March 14 we will be helping patrons remove their names from direct marketing. At 2 p.m., we will have a brief discussion on reducing this kind



of waste, as well as the importance of doing so. For example, there are 600 million catalogs produced each year from just the 5 biggest catalog companies. These are printed with little or no recycled material. We'll share the effect this has on our community, country and world. Snacks will be served on the patio and a helpful printout will be given, printed on recycled paper!

Donations for Keepers of the Wild

Once again the library will be collecting donated items and money from Coolidge Library visitors. Last year we were able to provide the wild animal sanctuary with water, food bowls, paint, peanut butter and dog biscuits, among other helpful items. Keepers of the Wild is an incredible non-profit organization that houses almost 200 wild and exotic creatures. All of the animal residents are victims of abuse, abandonment or neglect. Many, such as the monkeys and some reptiles were recovered from drug houses living in deplorable conditions. Some of the large cats had been used for photo opportunities while they were young, only to be mistreated once they were too large to handle. Because these mammals and reptiles are no longer able to survive in the wild, this place is their last hope. This wonderful sanctuary and its caring workers and volunteers work year round to give these animals a safe and happy life. Donations will be accepted during the months of March and April

Earth Day

For over 40 years, tree huggers and newly committed individuals alike have been striving to make our environment safer and cleaner. April 22 is Earth Day. This year it also falls on Good Friday. We aim to make every Friday good on this month. We will be holding a Save the World Workshop, at 3 p.m. on Friday, April 1, 8, 15 and 22, the library will offer patrons another way to increase sustainability and environmental protection. During

our Earth Day StoryTime (Wednesday, April 20) all young participants will be given seeds and a small plant to take home. On Earth Day, we will also have a small plant for those who attend our Save the World Workshop. We can all make a difference.

FLORENCE

Spring Calendar of Events

Upcoming Events at the Florence Community Library

March 2

Dr. Seuss' Birthday Party
Children of all ages and their caregivers are invited to celebrate Dr. Seuss' Birthday at 6:00 p.m.

March 10

Motivational speaker Croix Sather stops by the library at 10 a.m. as part of his "Run Across America" tour.

March 17

Red Rohall will be at the library at 1 p.m. helping young artists create unique t-shirts. Registration is required for this workshop.

March 29

Author Linda Weaver Clarke presents a Family Legacy workshop from 3 – 5 p.m. This program is sponsored by the Friends of the Florence Community Library.

April 8 The 14th Annual Bookmark Contest awards reception will be held at 6 p.m.

April 27

Author Elizabeth Gunn visits at 2 p.m. This program is sponsored by the Friends of the Florence Community Library.

Teen Tech Week

Local teens will be tuning in at the Florence Community Library as they celebrate the third annual Teen Tech

(Continued on page 4)



Week, from March 6 through March 12. They join thousands of others libraries and schools across the country who are celebrating this year's theme, "Mix and Mash".

Teen Tech Week is a national initiative of the Young Adult Library Services Association (YALSA) aimed at teens, their parents, educators and other concerned adults. The purpose of the initiative is to ensure that teens are competent and ethical users of technology, especially the types offered through libraries. Teen Tech Week encourages teens to use libraries' non-print resources for education and recreation, and to recognize that librarians are qualified, trusted professionals who can help them navigate new developments in technology.

Children's Librarian Rita Marquez, feels that "Getting teens into libraries is essential. Offering gaming, access to computers, and online homework help is important, and letting them know that we can help educate them on how to use these resources will get them in the door. Once they're in the door, we can show teens that with technology at the library, anything is possible."

Ongoing Programs at the Florence Community Library

Family Storytime
Wednesdays at 10:00 a.m.
Children of all ages and their caregivers are invited for a half hour of stories, finger plays and fun! A craft, snack and drink will be offered on the last Wednesday of the month, along with literacy activities.

Book Clubs
Do you love to read? Would you like to discuss what you read with other people? If so, one of the Florence Community Library Book Club is for you! The Morning Break Book Club meets on the 3rd Tuesday of the month

at 10 a.m. and our Evening Book Club meets on the 1st Wednesday of the month at 6 p.m.

For more information on any of these programs, please contact the Florence Community Library at (520) 868-9471.

MAMMOTH Spring Activities

A new book club, early literacy programming, movies and gaming—January was busy at Mammoth Public Library! Our new book club got off to a great start with *The Guernsey Literary and Potato Peel Pie Society* by Mary Ann Shaffer and Annie Barrows. We enjoyed discussing the title and partaking of tea and treats afterward. February's selection is *Crocodile on the Sandbank*, an Amelia Peabody mystery, by Elizabeth Peters. In addition to the novel itself, we'll be exploring *Amelia Peabody's Egypt*, a nonfiction title with photos and text from explorations in Egypt in the early twentieth century.



Enjoying First Things First *Fun Van* activities at the Mammoth Public Library

We also held a week-long book sale in January. With great prices and a wide selection to choose from, the event attracted bibliophiles from our community and beyond.

In January and February we hosted the Fun Van, a First Things First early literacy initiative for preschool children and their families. The children enjoyed crafts and games designed to enhance future reading and writing skills.

In February we conducted a community survey. Our patrons provided excellent, candid feedback that will help us plan programming and adapt policies to better serve their needs.

On alternate Wednesdays in January and February we played board games and showed new movies (with free popcorn, of course). That has been great fun, but in March we're changing our Wednesday focus to homework help. We'll be offering help with specific homework assignments as well as showing patrons the various resources available through our site. But who wants to give up that delicious popcorn? Nobody. So, we'll be providing free popcorn to patrons who avail themselves of our homework help program.

Our schools will recess for spring break March 21-25. We'll be celebrating with March Movie Madness, showing a film every day that week.

We're looking forward to history talks, hosting events for Oracle Historical Society's Key Ingredients program, and a new e-reader initiative for our local dialysis center in the coming months.

For more information, please contact the Mammoth Public Library at (520) 487-2026.

(Continued on page 5)



SAN MANUEL Basic Computer Classes and More...

Basic Computer Classes are underway at the library. Currently, we have six returning students. The class includes learning basic computer skills such as establishing email accounts, accessing search engines, and becoming familiar with Microsoft programs.

Classes are free and are held every second and fourth Wednesday of the month from 9:30 to 10:30 AM. Simply register at San Manuel Library. For more information contact the library at 385-4470. Seating is limited to eight participants per session.

The Book Club at the library is a very enthusiastic group. Members have already devoured five titles including *Out Stealing Horses* by Per Petterson, *The Return* by Victoria Hislop, *The Help* by Kathryn Stockett, and *The Guernsey Literary and Potato Peel Pie Society* by Mary Ann Shaffer. Up coming titles will be *Tieta*, *The Goat Girl* by Jorge Amado and *One Thousand White Women* by Jim Fergus. The book club meets the last Wednesday of every month at 10:30 AM. Refreshments are provided. If you are interested in joining, simply call the library for details.

Other programs scheduled for spring include coloring contests, a Dr. Seuss birthday celebration, a visit from a balloon artist, Monday movie matinees, and a Saturday movie matinee will also be added once a month. A spring fling will also be implemented. It will be a day of games and carnival food.

Contact the library for information about current programs and/or future events. The library located at 108 Fifth Avenue in San Manuel. Business hours are 9 AM-6 PM. Library is closed

daily from noon to 1 PM. Library phone number is 520-385-4470.

December was a busy month at the San Manuel Public Library

Story Time for Toddlers enjoyed a festive time at the library in December, listening to Christmas stories, singing Christmas songs and making crafts. To their surprise, Santa Claus came for a visit. The children enjoyed sitting on Santa's lap and telling him what they wanted for Christmas and how good they have been all year. Santa Claus gave the children gifts and wished everyone a Merry Christmas as he left to prepare for his busy night.



Santa visits the San Manuel Public Library's Story Time for Toddlers

Story Time for Toddlers is held every second and fourth Friday of the month at 10:30 AM.

Staff from the library celebrated its sixth annual Christmas dinner. Staff and their families met in Oracle at Nonna Maria's Ristorante and enjoyed the company of good friends and the library family.

Tweens and teens were entertained at the library with Red Rohall, a silk screen artist. The library hosted a t-shirt workshop on December 22nd. Participants learned how to design and create a one-of-a-kind t-shirt. They chose color schemes, sketched, cut out, and screened their designs onto a blank

t-shirt. Some of their master pieces were wrapped up and given away as Christmas gifts.

The library held a Food for Fines drive from December 1 through December 31st. Many library records were cleared up and many donations came in as well. This was a win-win situation for the whole community.

BOOKS ABOUT THE MIDDLE-EAST

Have you been following the current events in the Middle-East? Would like to know more? Here's a list to get you started:

Non-Fiction

Democracy in the Middle East (World in Focus Series) John Davenport, Editor

Dining with Al-Qaeda: Three Decades Exploring the Many Worlds of the Middle East by Hugh Pope

A Fist in the Hornet's Nest: On the Ground in Baghdad before, during and after the War by Richard Engel

The Complete Idiot's Guide to Middle East Conflict by Mitchell Geoffrey Bard

From Beirut to Jerusalem by Thomas Friedman

The Gold of Exodus: The Discovery of the True Mount Sinai by Howard Blum

Inside Egypt: The Land of the Pharaohs on the Brink of a Revolution by John Bradley

Inside the Revolution by Joel Rosenberg; also available in Spanish *Dentro de la Revolución*

(Continued on page 6)



Islam (Facts on File) by Matthew Gordon

Islam: A Short History by Karen Armstrong

Islam: Past, Present and Future by Hans Kūng

The Looming Tower: Al Qaeda and the Road to 9/11 by Lawrence Wright

A Mosque in Munich: Nazis, the CIA, and the Muslim Brotherhood in the West by Ian Johnson

The Shia Revival: How Conflicts Within Islam Will Shape the future by Seyyed Vali Reza Nasr

What Went Wrong? Western Impact and Middle Eastern Response by Bernard Lewis

The World's Religions by Huston Smith

Fiction

The Kite Runner by Khaled Hosseini

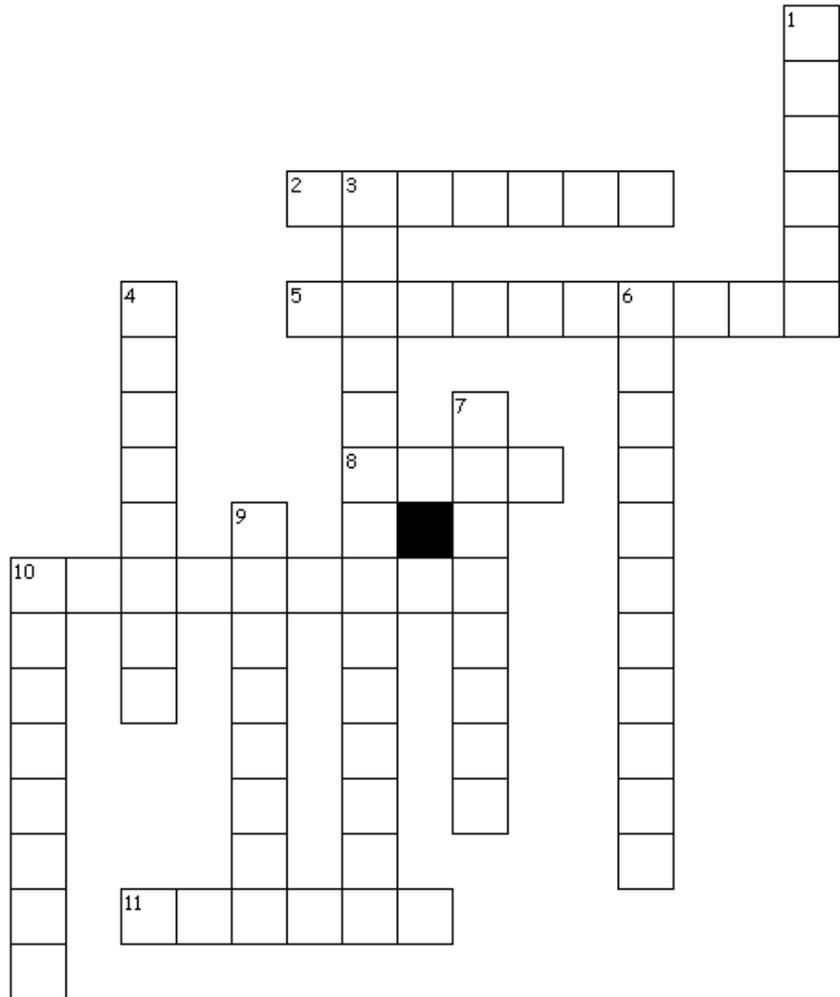
The Gift: Poems by Hafiz the Great Sufi Master translated by Daniel Ladinsky

Friendly Fire: Stories by Aswānī 'Alā

All of these titles, and more, are available through your local public library. Search our Databases for up-to-date information from newspapers, journals and magazines. Ask your local librarian for assistance.



Map of the Middle East from the Student Research Center database



Do you know which communities in Pinal County have Public Libraries? Complete our crossword puzzle to find out!

Across

- 2. The Copper Creek ghost town is a popular attraction near this town
- 5. Founded in 1879 this community was named after the Hohokam ruins
- 8. Do you enjoy skydiving and hot air ballooning? This is the place to go.
- 10. Company town built in 1953 by the Magma copper mining company
- 11. Named after a general who passed through with 100 dragoons in 1846, it was founded by the Kennecott Mining Company

Down

- 1. Discover the artificial, materially-closed ecological system located near this community
- 3. Are you Superstitious? If so come visit us.
- 4. It's home to the oldest public building still in use in Arizona.
- 6. This community is known for cotton farming and the Sunland cotton gin
- 7. The Casa Grande Ruins National Monument is located here
- 9. Visit us then take a gamble at Harrah's Ak-Chin
- 10. Pinal City's Silver King Mine (1870-1890) was near this town

(Continued on page 7)



Around the County

News from the Libraries

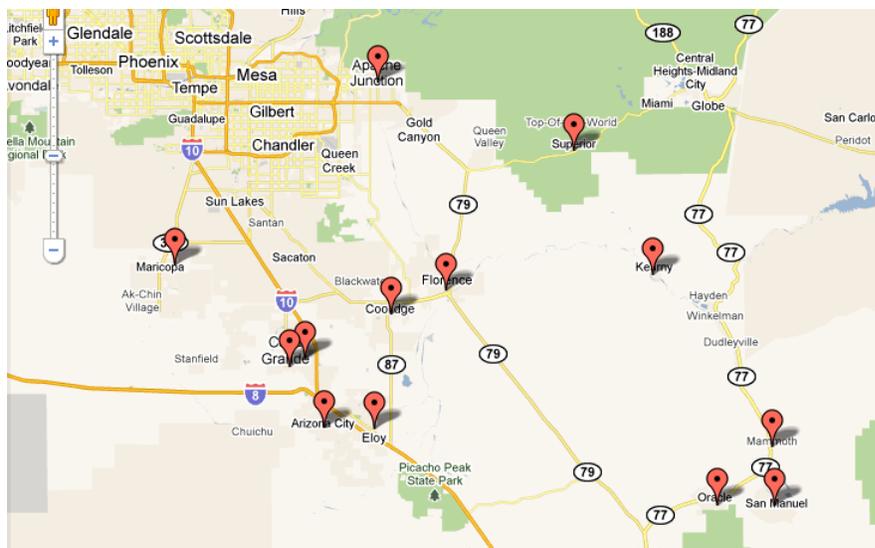
Crossword Puzzle Answer Key

Across

- 2. Mammoth
- 5. Casa Grande
- 8. Eloy
- 10. San Manuel
- 11. Kearny

Down

- 1. Oracle
- 3. Apache Junction
- 4. Florence
- 6. Arizona City
- 7. Coolidge
- 9. Maricopa
- 10. Superior



Cataloging Corner

by Eileen Jaffe

Physical Description

We physically describe a resource in the 300 tag of the MARC record.

Thinking about monographs, we usually start with the number of pages, then to whether there are any illustrations, maps, etc., and then the dimensions in centimeters. If there are any accompanying materials with it, such as a CD or a DVD, we will add another field with that information. Starting with pagination, we put that in the subfield a:

- 300 \$a 125 p.
- 300 \$a xii, 125 p.
- 300 \$a 125, 10 p.

If there are illustrations we will add a subfield b preceded by a colon:

- 300 \$a 125 p. :\$b ill.
- 300 \$a 125 p. :\$b ill. (some col.), maps
- 300 \$a 125 p. :\$b col. ill., geneal. Tables
- 300 \$a 125 p. [8] p. of plates :\$b col. ill.

Then for dimensions we will add a subfield c preceded by a semi-colon:

- 300 \$a 125 p. :\$b ill. ;\$c 25 cm.

If there is accompanying material we add a subfield e preceded by the plus sign:

- 300 \$a 125 p. :\$b ill. ;\$c 25 cm +\$e 1 sound disc (digital ; 4 ¾ in.)
- 300 \$a 125 p. :\$b ill. ;\$c 25 cm +\$e 1 CD (digital ; 4 ¾ in.)
- 300 \$a 125 p. :\$b ill. ;\$c 25 cm +\$e 1 video disc (sd., col. ; 4 ¾ in.)
- 300 \$a 125 p. :\$b ill. ;\$c 25 cm +\$e 1 DVD (sd., col. ; 4 ¾ in.)

You see that we can use different terms for the same item and that we also add information about that item that would go into subfields b and c if we were working on a sound recording or a video recording. That is why we put that information in parentheses after the description of the accompanying material.

If we are working on a serial publication, that is, something that is published annually, or in some regular time frame with the same title, then we will have a serial MARC record and the information in the 300 field will be a bit different. If the serial resource is currently being published, the tag will look like this:

- 300 \$a v. :\$b ill. ;\$c 25 cm.

If the serial has ended or significantly changed its name so that a new record is required, the older record that is no longer useful will list the number of volumes that came out for that title:

- 300 \$a 25 v. :\$b ill. ;\$c 25 cm.

Next time I will discuss the physical descriptions that we see in this field for sound recordings, video recordings, and electronic resources.

If you are interested in seeing all the information about these fields, or any other MARC field, you can go to either of these two web addresses:

- <http://lcweb.loc.gov/marc/bibliographic/ecbdhome.html>
- <http://www.oclc.org/bibformats/en/>

Don't forget, I will be happy to answer any questions or help with any problem records.

Remember, the MARC record is the engine that gives staff and patrons the tools needed to search the catalog.

Happy cataloging!

Pinal County Library District
PO Box 2974
Florence, AZ 85132



Calendar of Events

Tucson Festival of Books	University of Arizona	March 12-13
Mountain Plains Library Association Annual Conference	Billings, MT	April 6-9
Pinal County Federation Meeting	Superior, AZ	April 22
American Library Association Annual Conference	New Orleans, LA	June 23-28